



Pimp my Lexis *Constructional borrowing*

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Pimp my Ride

1. Background: Constructional Borrowing
2. Presenting the case study: Pimp my Ride
3. Results
4. Conclusion

Borrowing vs. Codeswitching

borrowing



Het is free!

Single-word
switch?

codeswitching



Borrowing vs. Codeswitching

borrowing

Het is free!

codeswitching

Het is free!



proficiency SP
morphophonemic adaptation
listedness
frequency (hapax legomena)

....

Borrowing vs. Codeswitching

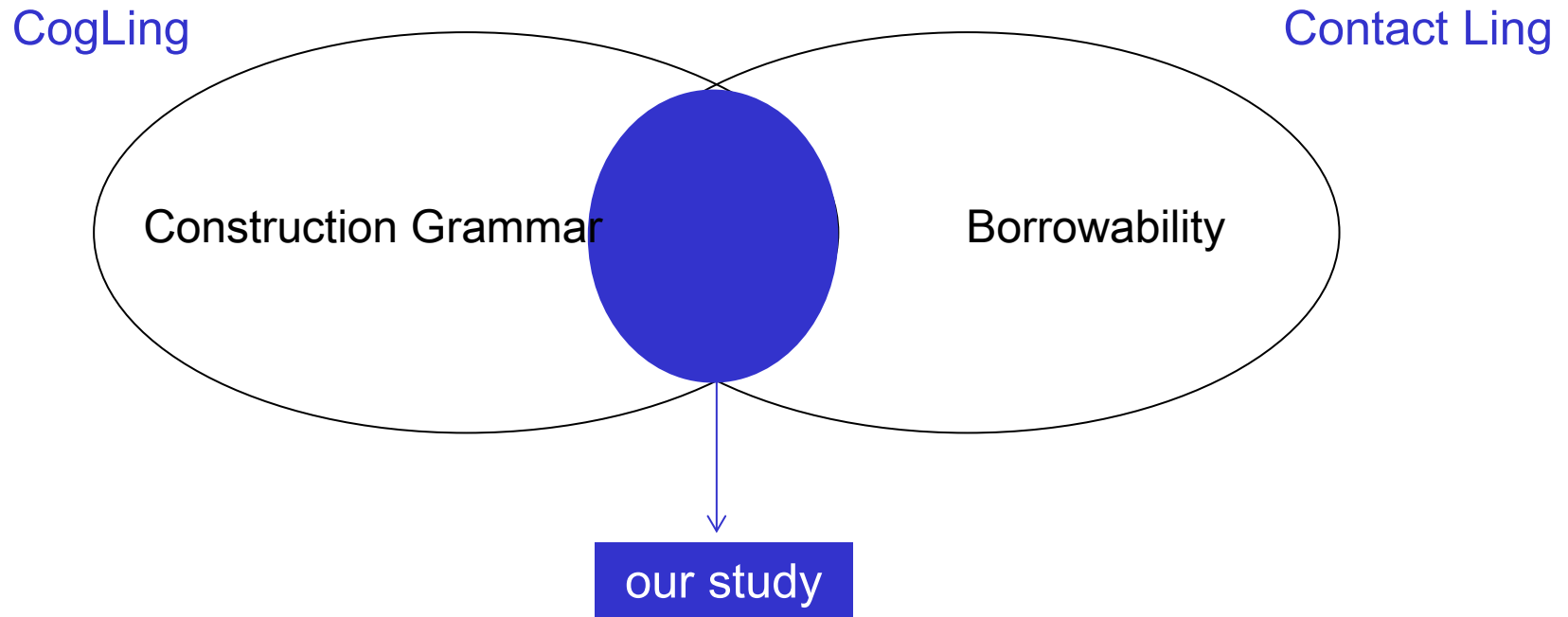
borrowing —————> codeswitching
Het is free!

Additional question:

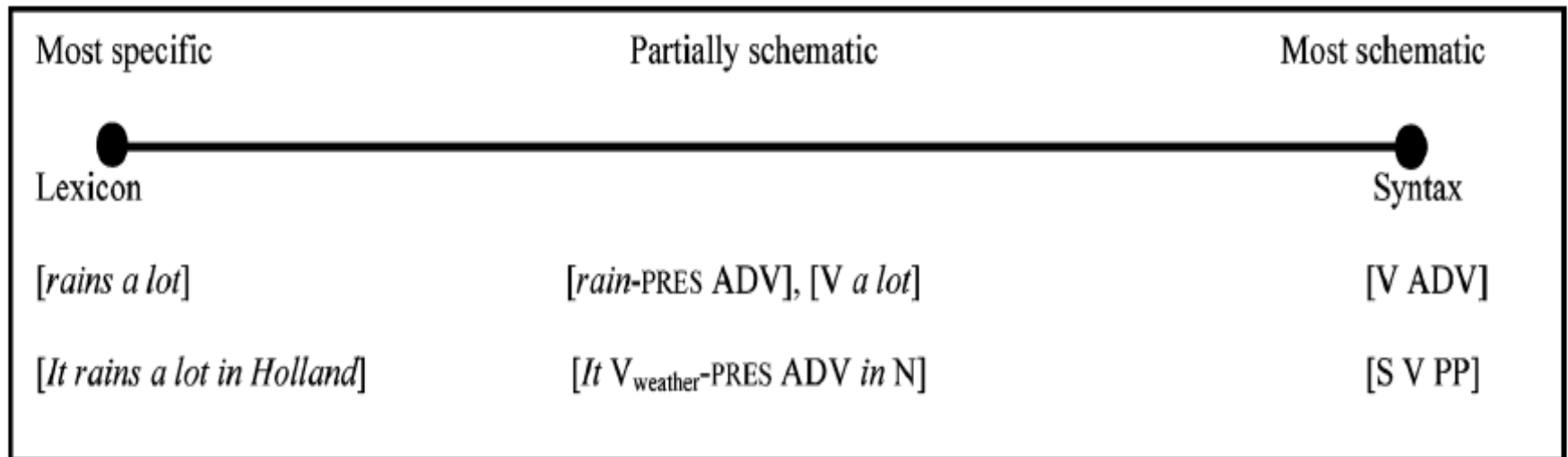
position MWU?

→ Borrowing constructions

Cognitive Contact Linguistics



Cognitive Contact Linguistics



So far: borrowability at various levels of the schema

Our study: evolution of a phrase on the continuum

Case: maximally fixed, maximally conventional unit

Pimp my Ride



Pimp my Ride

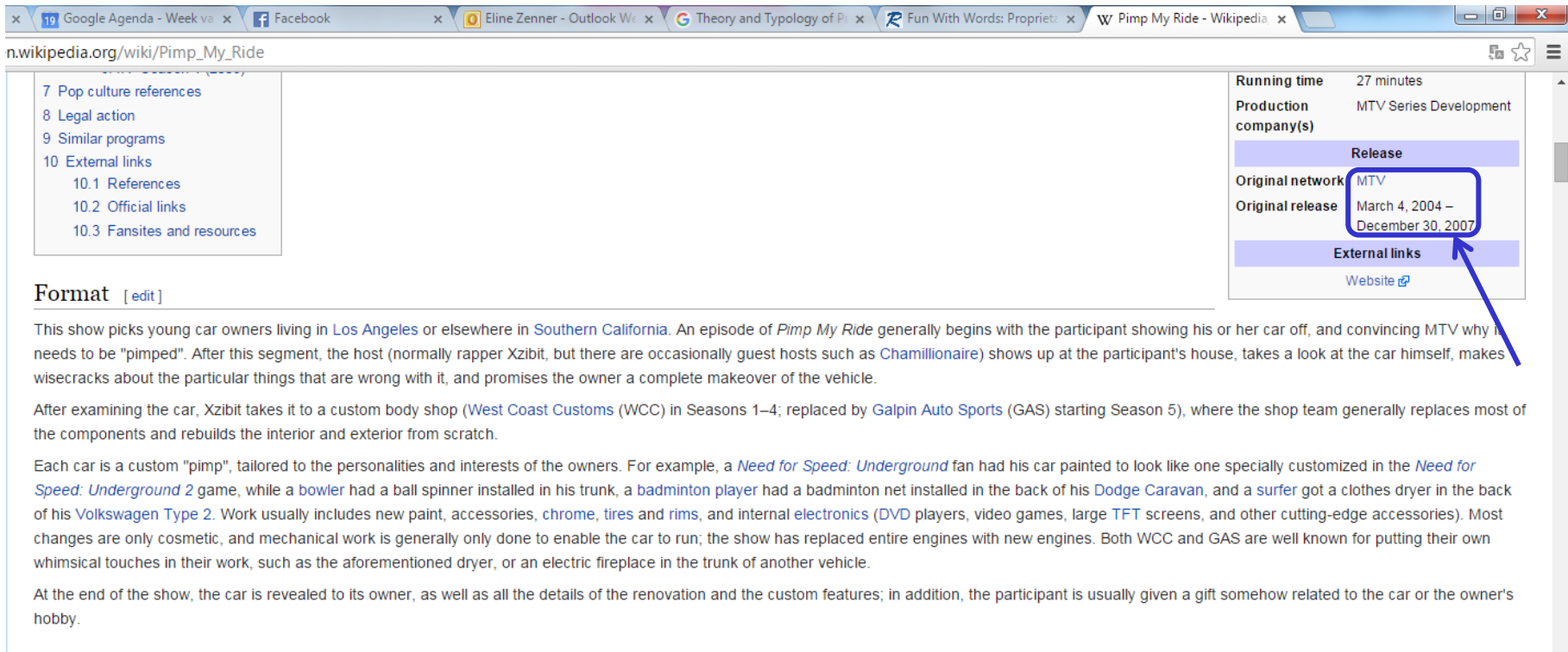
1. Background: Constructional Borrowing

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Pimp my Ride



The screenshot shows a web browser with multiple tabs. The active tab is 'Pimp My Ride - Wikipedia'. The address bar shows 'n.wikipedia.org/wiki/Pimp_My_Ride'. The page content includes a table of contents on the left, a 'Format' section, and a detailed description of the show. On the right, there is a 'Release' section with a table containing the following information:

Running time	27 minutes
Production company(s)	MTV Series Development
Release	
Original network	MTV
Original release	March 4, 2004 – December 30, 2007
External links	Website

A blue box highlights the 'Original release' date 'March 4, 2004 – December 30, 2007', and a blue arrow points from the box to the 'External links' section.

Format [edit]

This show picks young car owners living in [Los Angeles](#) or elsewhere in [Southern California](#). An episode of *Pimp My Ride* generally begins with the participant showing his or her car off, and convincing MTV why it needs to be "pimped". After this segment, the host (normally rapper Xzibit, but there are occasionally guest hosts such as [Chamillionaire](#)) shows up at the participant's house, takes a look at the car himself, makes wisecracks about the particular things that are wrong with it, and promises the owner a complete makeover of the vehicle.

After examining the car, Xzibit takes it to a custom body shop ([West Coast Customs](#) (WCC) in Seasons 1–4; replaced by [Galpin Auto Sports](#) (GAS) starting Season 5), where the shop team generally replaces most of the components and rebuilds the interior and exterior from scratch.

Each car is a custom "pimp", tailored to the personalities and interests of the owners. For example, a *Need for Speed: Underground* fan had his car painted to look like one specially customized in the *Need for Speed: Underground 2* game, while a [bowler](#) had a ball spinner installed in his trunk, a [badminton player](#) had a badminton net installed in the back of his [Dodge Caravan](#), and a [surfer](#) got a clothes dryer in the back of his [Volkswagen Type 2](#). Work usually includes new paint, accessories, [chrome](#), [tires](#) and [rims](#), and internal [electronics](#) (DVD players, video games, large [TFT](#) screens, and other cutting-edge accessories). Most changes are only cosmetic, and mechanical work is generally only done to enable the car to run; the show has replaced entire engines with new engines. Both WCC and GAS are well known for putting their own whimsical touches in their work, such as the aforementioned dryer, or an electric fireplace in the trunk of another vehicle.

At the end of the show, the car is revealed to its owner, as well as all the details of the renovation and the custom features; in addition, the participant is usually given a gift somehow related to the car or the owner's hobby.

Proper name: Maximally fixed, maximally conventional

Pimp my Ride

Odds of penetration in Standard (Belgian) Dutch seem low

- proper name → road to common use?
- foreign word → puristic tendencies?
- youth culture → not general?
- salacious original meaning → to be avoided?
- MWU instead of SWU → less borrowable?
- ‘opleuken’ as valid alternative for verb ‘pimp’ → not needed

And yet...?

Clear support for penetration & constructional change



Data

Recent corpus (>2004)

- Mediargus Illustrated
- 1998-2009
- De Morgen vs. Het Laatste Nieuws

Formal register
Standard language

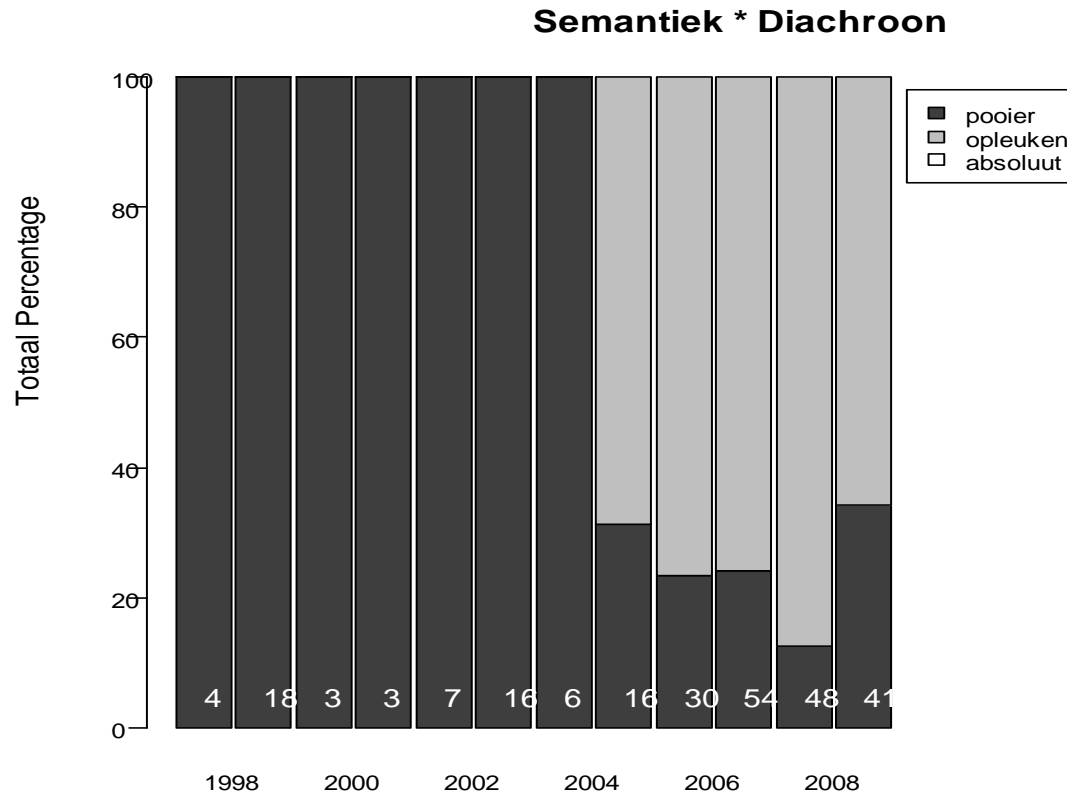
Types of penetration

1. Semantic shift: from *pimp* 'pooier' to *pimp* 'opleuken'
2. From proper to common
3. Constructional dependence on *pimp my ride*
4. Constructional dependence on *pimp POS N*
5. Semantic extension of pimped object
6. Decreasing use of flagging-devices
7. Lexical competition with RL alternative

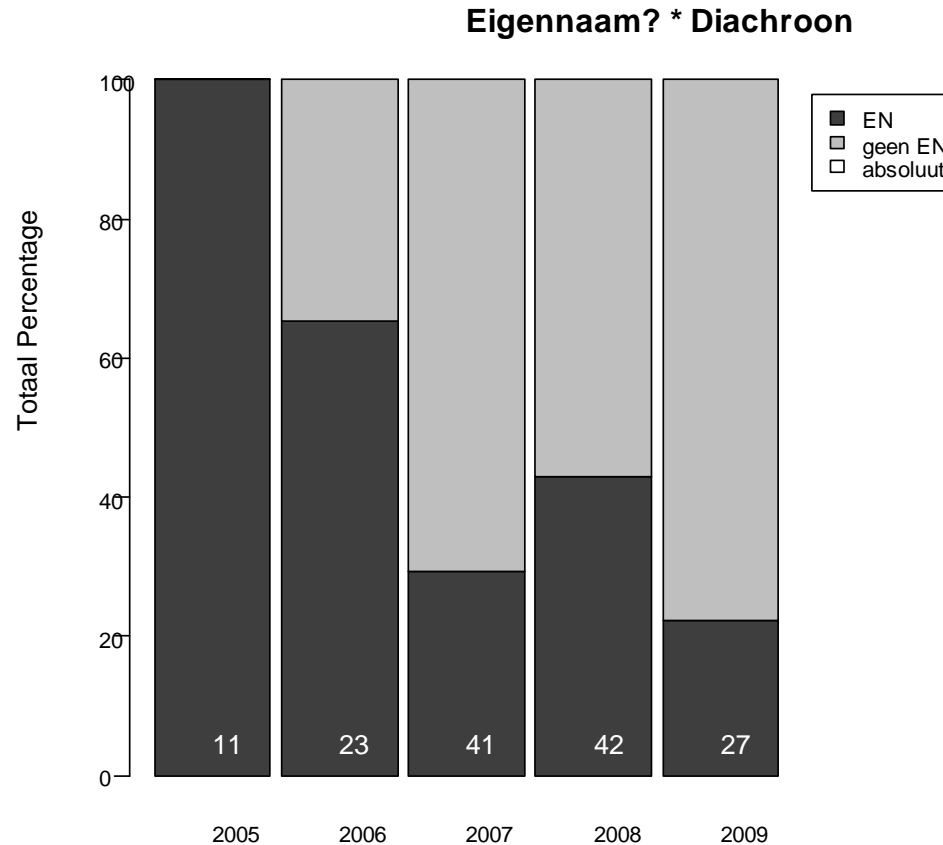
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Penetration (1): Semantic shift



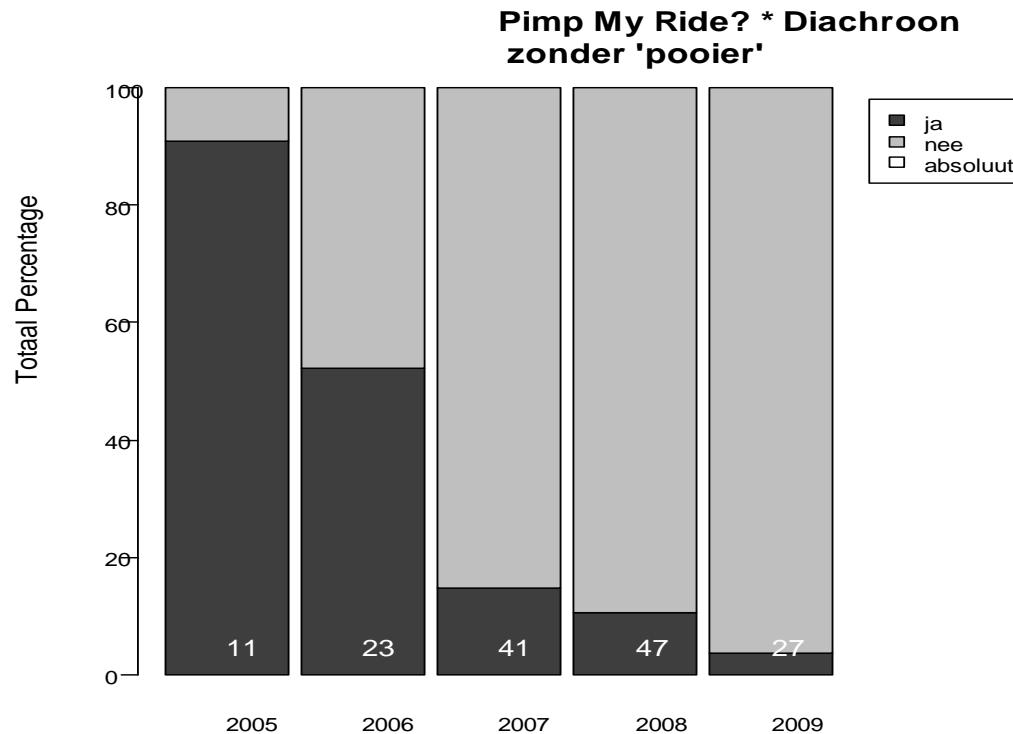
Penetration (2): From proper to common



“Pimp je Fiets” vs. “pimp je
fiets”

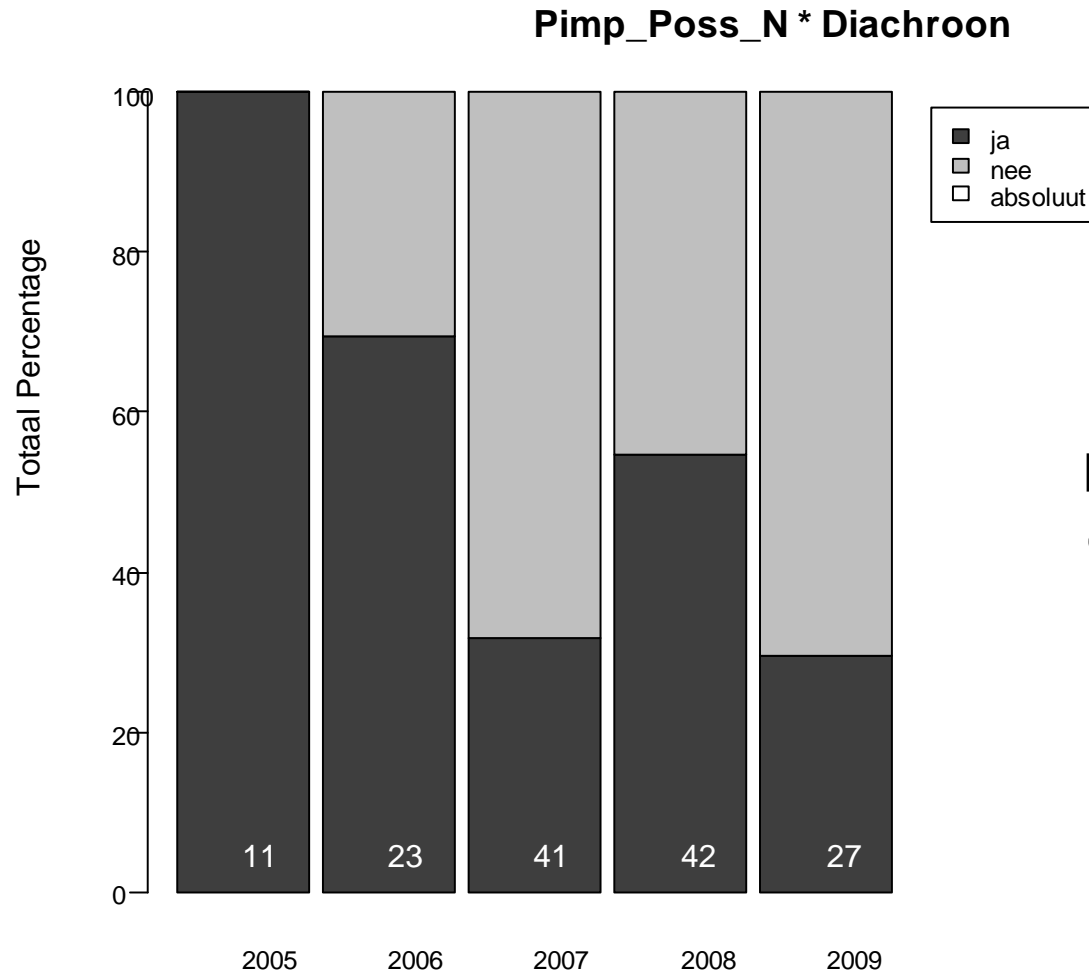


Penetration (3): Decreasing construction dependence I



Verifying how many of the 'pimp-opleuken' are
part of the construction 'pimp my ride'

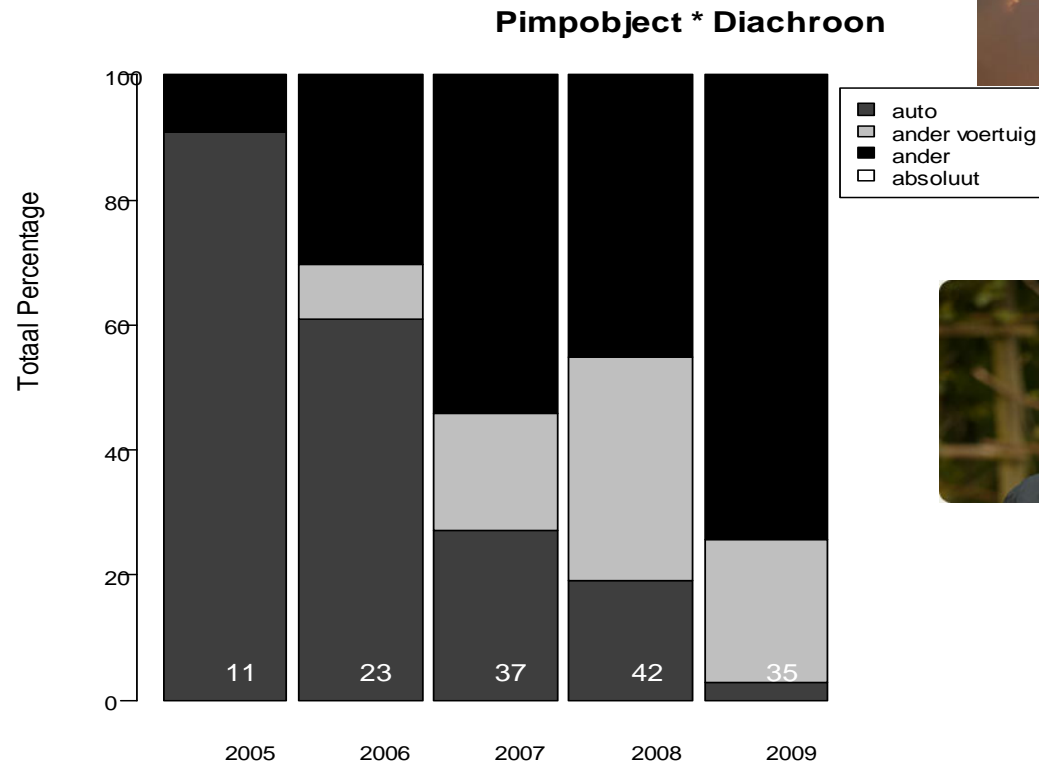
Penetration (4): Decreasing constructional dependence II



Relaxing the
construction
through
open slots

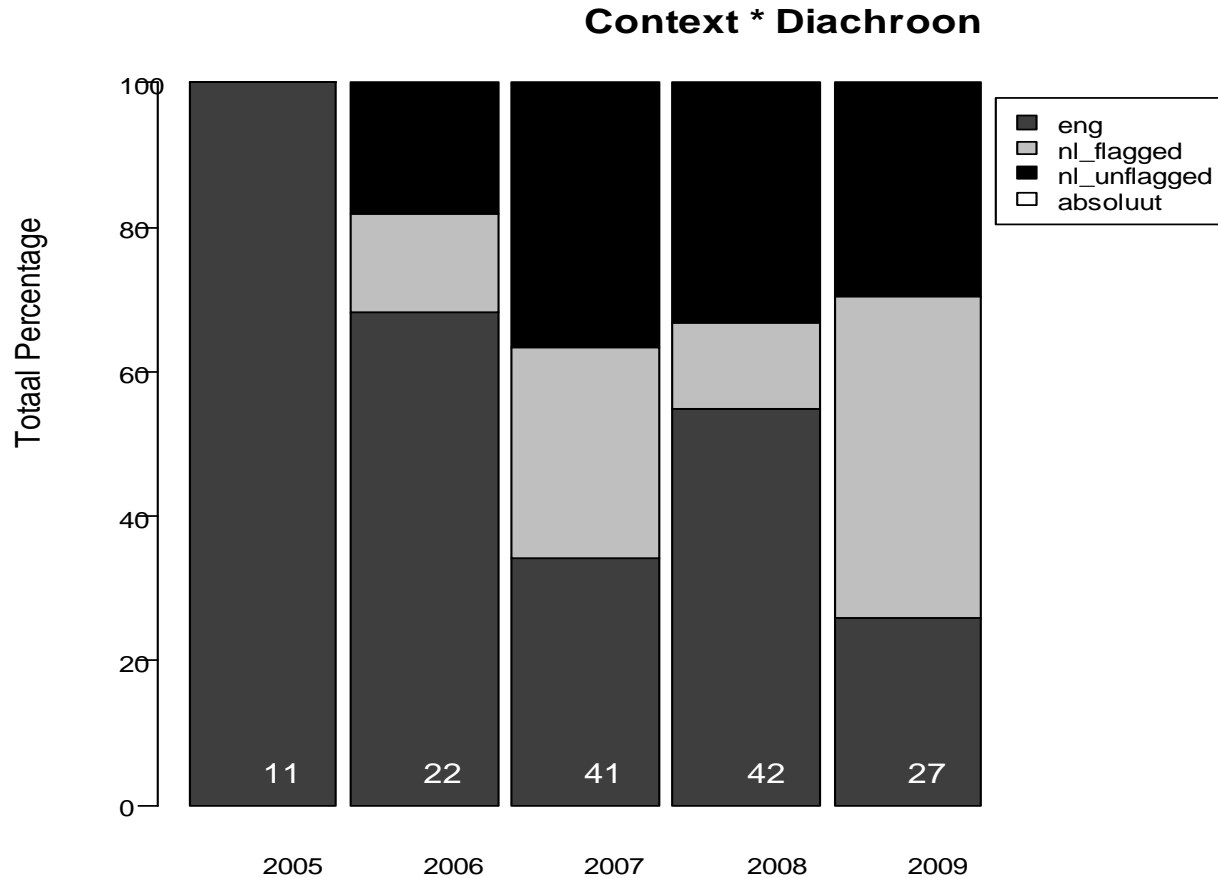
“pimp je fiets” vs. “pimpen”

Penetration (5): Semantic extention

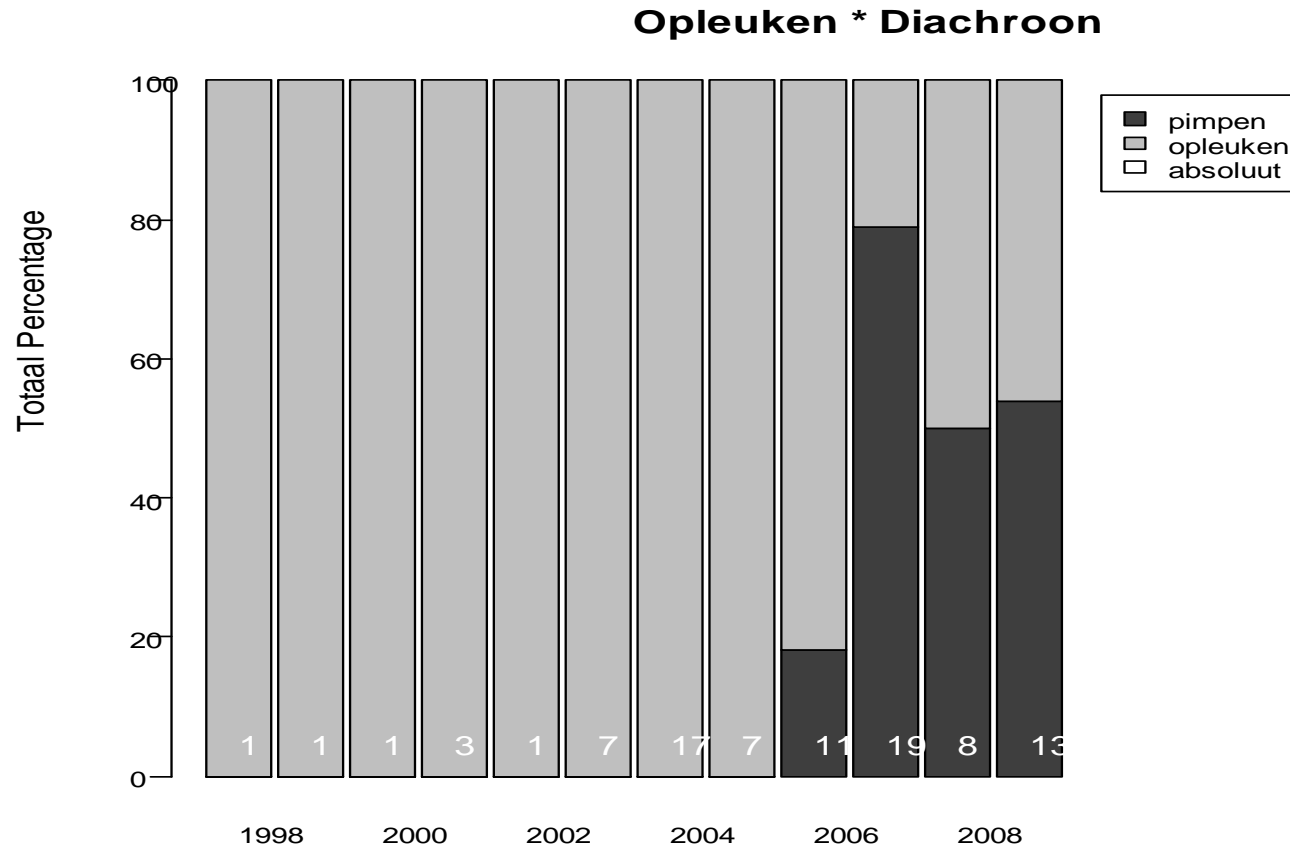


Vervolgens **pimpten** ze Frank Deboosere (De Morgen 12/07/2008)
Gerty Christoffels hoopt met haar boek het seksleven in Vlaanderen te
'**pimpen**'. (Laatste Nieuws 28/08/2009)

Penetration (6): Flagging



Penetration (7): Competing with RL alternatives



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Conclusion

- Surprisingly fast spread of the construction
- Surprisingly fast evolution in fixedness of the construction
- Both morphosyntactic and semantic detached from original proper name

Needed

analysis of more MWU



For more information:

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